

Manitoba's Northland



READ ***What-to-See—Where-to-Stay*** AND
STUDY THE ***Map*** ON THE INSIDE PAGES



Manitoba's Northland

THE NORTH! The word has always had a fascination. The North, we feel, is a magic country in every way. And a magic country it is. It's a land of great wealth, of entrancing beauty. A sweeping statement? Yes, but any visitor to Northern Manitoba can't help but agree.

Manitoba's northland has all the mystery, romance and rugged beauty of a land unspoiled by man and machine. It's an adventureland for the sportsman who wants to fish in virgin waters, hunt in silent forest or travel through uncharted country by canoe. It's all this and more—for on the southern fringes of this vast area man has added the comforts and convenience of modern civilization.

Take the mining town of Flin Flon. Today it's a city with a fabulous rate of growth. Little more than a quarter-century ago, it was Nowhere. Some 600 road miles and 400 air miles northwest of Winnipeg, the youthful city straddles the provincial border between Manitoba and Saskatchewan. And it's the centre of an area filled with top tourist lures.

In 1928 there were perhaps 150 people around. Today, boosters claim there are 14,000. It's Manitoba's third largest urban centre.

In that quarter-century millions and millions of tons of ore have been taken out of the rich mines, millions of dollars worth of fish taken from the teeming lakes and streams.

And there's no sign, yet, of either of these commodities running out.

Fish?

"Why," natives will tell you, "see that little hardware store across the street. I bet it sells more fishing tackle in a year than any big department store in Winnipeg.

"That's because everybody around here is a fisherman."

And why not? There are so many huge lakes and rich streams around that you can't go wrong when you take out your rod and reel for a day's fun.

In fact, a lake trout that for years held the world's record—a 63-pounder—was caught in nearby Lake Athapapuskow, and by a woman at that! And every year, at the annual Flin Flon Trout Festival, you don't stand a chance of being the winner unless you can do better than at least a 30-pounder.

VACATION HINTS

See the Finest — See Manitoba First

Look for the M.T.A. sign where ever you go in Manitoba—your assurance of the tops in accommodation, service, meals and holiday attractions. This pamphlet sponsored by the following members of the —

MANITOBA TOURIST ASSOCIATION

P.O. BOX 414

WINNIPEG, MAN.

FLINTOBA LODGE

John Tikkanen

At Baker's Narrows on No. 10 highway. Boats, motors, guides. Lake trout, walleye and northern near lodge or in nearby lakes. Comfortable housekeeping cabins, or meals supplied. Cabins \$6 and up a day.

WRITE TO JOHN TIKKANEN

BOX 98

FLIN FLON, MANITOBA

VIKING LODGE

Joe and Rose Williams

The best of fishing—lake trout, walleye, northern. Main lodge and lounging room. LHK cabins, boats, motors, tackle.

CRANBERRY PORTAGE

MANITOBA

MISTIK LODGE

Donald N. McDonald

Hunting and fishing. Ten miles north of Cranberry Portage on Payuk Lake. Lake trout, walleye, northern pike. Boats on Payuk and nearby lakes. Housekeeping cabins, cooking equipment, linen supplied. Iceboxes, ice, boats, guides.

CRANBERRY PORTAGE

MANITOBA

ATHAPAP LODGE

Joe O'Brien

Lake trout, walleye, northern pike. On Lake Athapapuskow—No. 10 highway. Meals or housekeeping cabins available. Steam bath house, shower. Boats, motors, guides.

CRANBERRY PORTAGE

MANITOBA

1956 FLIN FLON

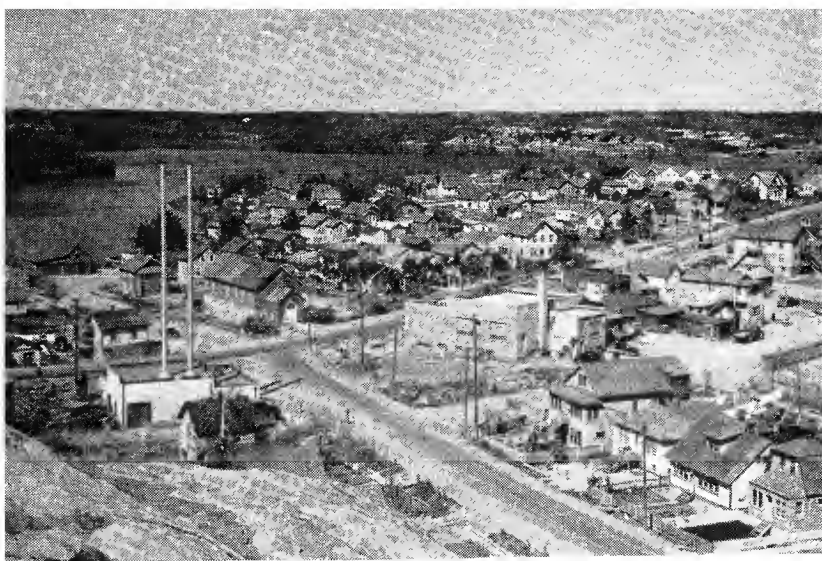
TROUT FESTIVAL July 1-4

1956 Model Car for largest fish. \$1000.00 Gold Rush Canoe Derby—plus fun for the whole family.

WRITE BOX 751

—

FLIN FLON, MAN.



A View Of Flin Flon

One week, a 16-year-old schoolboy pulled in a 40-pound laker. He was using a 15-pound test line and a dime store rod and reel. And there are lots of great northern pike—they call them "long-nosed trout"—and walleyes, too.

In town, all the sidewalks have railings. They have to have them—because they are about four feet above street level. It's probably the only town in the world whose sidewalks are built on sewer boxes. The people don't care—the reason for it is why they have a great copper and zinc smelter in town.

Flin Flon is built on rocks and muskeg. The rocks jut out everywhere and it's from these rocks that the riches come. They are the oldest rocks in the world, for they belong to the Precambrian shield.

Before the Second World War, the people were planning to bring in heavy equipment to lay sewers underground but they didn't have time. Besides, it would have cost too much to blast the rock. So they just built the sewers and the watermains on top of it. To protect them from the cold, they built a box or casing around them. The casings are about four feet high and about four feet wide and they parallel the street everywhere. In the winter, so many children were hurt from falls that somebody got the idea of putting up a railing. Thus, in Flin Flon, the sidewalks are on sewers.

The town itself is young and so are the people. You'd swear you never saw so many children anywhere! The "original settlers," too, are fresh-faced and youthful looking. That healthy northern air works wonders!

Nearby Phantom Lake—the local summer resort—is a product of the Hudson Bay Mining and Smelting Company. It's an artificial lake built at company expense for

EVERGREEN LODGE

Fully modern lodge, LHK cabins. Meals, boats, motors, guides, gas and oil, fishing tackle, licenses, ice, available. Canada's finest fishing — lake trout, great northern and walleyes. Hunting for ducks and geese. New hunting territory organized in virgin grounds. Open May 1st — Oct. 31st. Write or wire for reservations.

CLEARWATER (Atikameg) LAKE THE PAS, MAN.

ABERDEEN LODGE

Sam Anderson

On Lake Athapapuskow. Northern pike, walleyes, lake trout and some smallmouth bass. CABINS at \$1.50 per person a day. MEALS are \$3.00 a day. BOATS are \$2.50 a day. Fish packing facilities. Motors, guides available.

CRANBERRY PORTAGE

MANITOBA

TONEPAH LODGE

Howard Playford

On Lake Athapapuskow. Lake trout, northern pike, wall-eye and some smallmouth bass. Comfortable accommodation with cabins, meals or housekeeping cabins. Central showers. Boats, motors, guides.

CRANBERRY PORTAGE

MANITOBA

VICKERY'S CAMP

Roy Vickery

On the shore of beautiful Clearwater Lake. Lake trout, big northern, walleyes. Boats, motors, guides. Light housekeeping cabins. Electric lights and showers. Excellent beach — good spot for family or fishing vacations.

BOX 756

THE PAS, MANITOBA

CARIBOU LODGE

Don and Berga Starratt

You can drive right to the lodge! Clean, comfortable accommodations, wonderful fishing for Trout, Walleyes, Northern Pike.

"Where Fish and Fishermen Meet"

CRANBERRY PORTAGE

MANITOBA

CAMP OUTLAND

Ted Ellicott

Situated on Bartlet's point, Reed Lake, 90 air miles N.E. of The Pas — one hour by air in float-equipped plane. Fish for BIG NORTHERNS, WALLEYES and TROUT. Good, safe boats and 10 h.p. motors available. Comfortable living quarters plus home-cooked meals.

REED LAKE (via Cranberry Portage)

MANITOBA

the benefit of the townspeople. The company's to thank, too, they say, for many of the roads, playgrounds and other advantages that the town possesses.

Even though the town has quietened down from the first rugged frontier days, there is still a lot of romance and glamor about. Even the name of Flin Flon itself comes from an old dime novel.

The "official" story of the origin of the name is that it comes from a weatherbeaten English thrill magazine found on the spot by a group of prospectors in the area. Name of the hero of the story was Joseph Flintabbat'y Flonatin. They couldn't pronounce the whole thing, so they just called it Flin Flon.

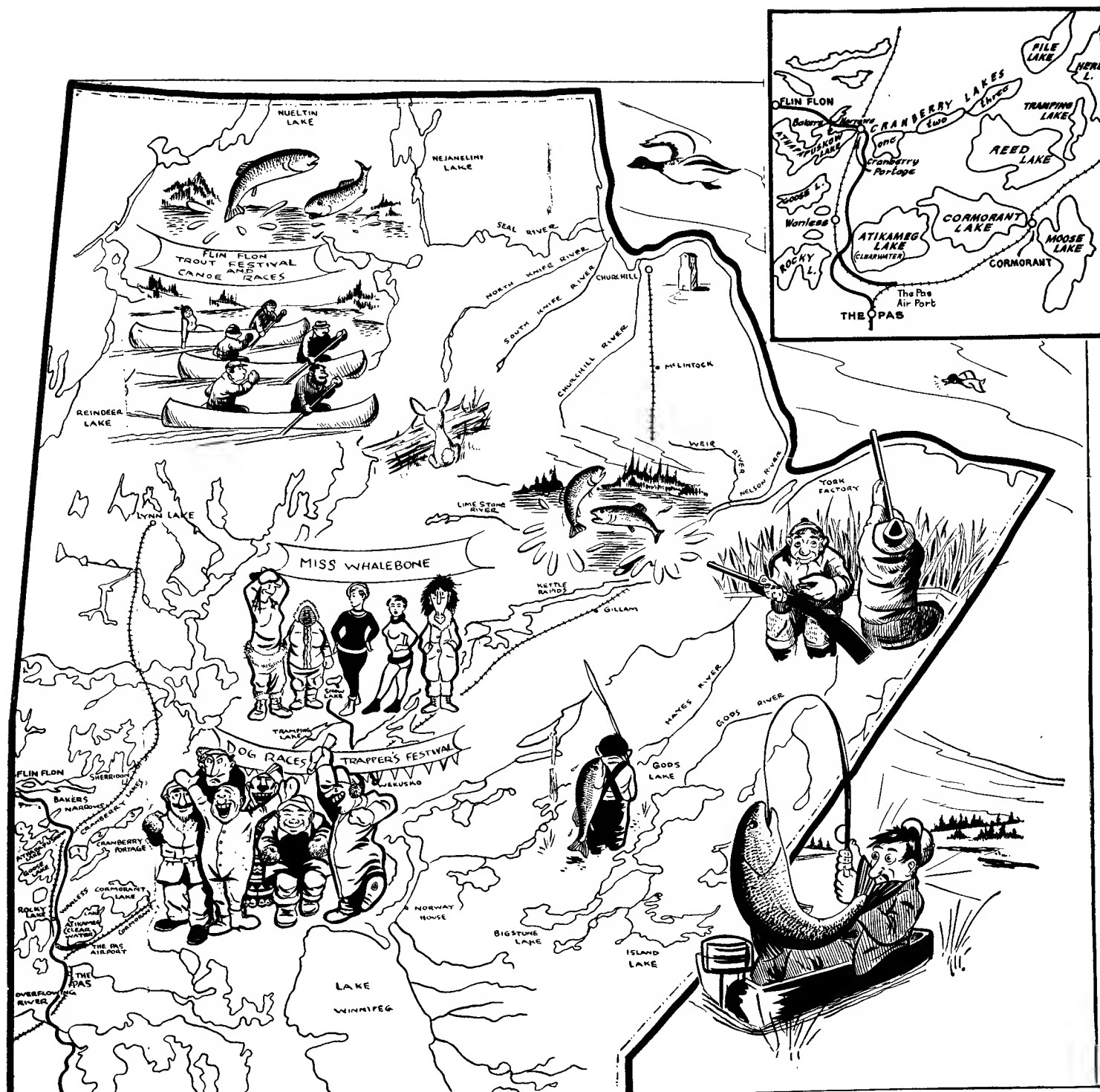
Men still thrill to the lure of the north just as did the early explorers—Henry Hudson, after whom the bay and Hudson Strait as well as the Hudson River in New York are named—Jens Munck, Henry Kelsey, La Perouse and others.

The Pas, the north's second largest centre, is the southern terminal of the Flin Flon-Sheridon-Lynn Lake railway and also the Hudson Bay railway to the Port of Churchill. The town is the north's transport centre. It's the site of the only bridge that crosses the mighty Saskatchewan River for 200 miles east or west and it's the centre for air transportation to all the more northerly points.

Most famed aspect of The Pas activities is the annual winter Trappers' Festival, which features a sleigh-dog race over miles and miles of ice and snow. Then there's a northern beauty contest with fresh-faced contestants

Trappers' Festival — Gala Winter Attraction of the North





from all over the area. Other events include snowshoe and moccasin races, a special dog derby for the ladies, a toboggan race and all the revelry and frontier excitement that's to be expected when the north has a party.

The Pas area also offers fishing and hunting—big game as well as ducks and geese. The popularity of the district is attested to by the large number of cars with "strange" license plates seen nearby on the opening day of the shooting season. To the west is the Carrot River Valley, beloved of hunters. Eastward, the sportsman is drawn to the Saskatchewan River, Cedar, Moose and Kelsey Lakes and the great man-made muskrat marshes. Here the works of man—originally created for the benefit of the trapper—have done wonders to aid the sport hunter as well. And the traplines near The Pas still yield a rich harvest every year.

The Hudson Bay port of Churchill, over on the eastern side of Manitoba's northland, is the centre through which much of the prairie wheat goes, bound for sale overseas. Here, if you are lucky, you can see natives in their canoes harpooning the great white whales.

The town is marked by the gleaming 2,500,000-bushel elevator which dominates the scene. This is the centre for Europe-bound grain.

Favorite tourist attractions are the elevator, the grain ships in the harbor, the Eskimo museum in the old Roman Catholic mission, the Anglican mission, the whaling plant and Cape Merry, where the Churchill River majestically flows into Hudson Bay.

In the central part of Manitoba's northland, God's Lake and God's River have been heralded as top fishing spots in articles in leading United States magazines.

A "Great Northern" Denizen



GOD'S RIVER LODGE

Ruminski Brothers

Fly into Manitoba's North. Speckled (Brook) Trout record 8 lbs. 3 oz. Lake trout record 44½ lbs. Large northernns and walleyes abound. Rate \$400 per person per week (all inclusive) via Winnipeg for parties of two or more.

WRITE BOX 714 — WINNIPEG 1, MANITOBA

BARNEY'S

Kanuchuan Rapids Fishing Camp

at **GOD'S LAKE, Man.**

Speckled and Lake Trout

Walleye, Northern Pike

For information write or wire Box 50, Kenora, Ont.

ROCKY LAKE CABINS

Lena Thorne

Cabins \$2 per person per day, \$25 per week. Double beds. Linen, ice available. Meals. Boats \$1 per hour, \$3 per day. Motors \$1.50 per hour, \$4 per day. Guides \$10 per day. HK, dining room service if desired. Fish packing facilities. Northern pike, walleye.

WANLESS

MANITOBA

WEKUSKO FALLS LODGE

Between Wekusko and Tramping Lakes on beautiful Wekusko Falls. Excellent walleye, big northernns and lake trout. Cabin Cruiser, boats, motors supplied. Guides optional. Completely modern, hot and cold water, bath, showers, fish packing, home cooked meals. Reservations only.

WRITE TO: J. GOWANS, SNOW LAKE, MANITOBA

NORTHLAND CAMP

Cory Kilvert

Fly north for wilderness fishing! **BIG NORTHERNS**, walleyes, lake trout. Write for package deal rates for a fishing vacation on Reed Lake.

P.O. BOX 750

THE PAS, MAN.

**LOOK FOR
THIS SIGN
WHERE EVER
YOU TRAVEL**



**IN WONDEROUS
MANITOBA—
A VACATIONER'S
PARADISE**

Your assurance of the best holiday you ever had.

P.O. BOX 414

WINNIPEG, MANITOBA



Cabins in the Northern Woods

King-sized northerns, walleyes and lake trout join with the famed brookies to ensure a thrill-packed fishing vacation. Well-established camps cater to the fisherman who wants a true taste of the north.

Here's another thing about the people of Manitoba's northland—the country's so big that the people think in big terms. No job seems too formidable. Take the story of Lynn Lake.

When the Sherritt-Gordon Mines Limited deposits at Sherridon ran low, the company decided to embark on a step which it had been planning—in secret—for years. Much of the town of Sherridon was picked up and moved by sled north to Lynn Lake, where mineral discoveries had been made in 1941 and kept secret.

A pioneer prospector named Austin McVeigh made the important new mineral find in 1941. An employee of Sherritt-Gordon, he told no one but the company. Then when Sherridon looked like it was about finished, the company moved in the first diamond drills to probe the muskeg and rock in the Lynn Lake area, more than 480 air miles north and west of Winnipeg.

Developing Lynn Lake—and beginning to take its \$200,000,000 worth of nickel and copper ore from the earth—wasn't an easy job.

Nearest railhead was Sherridon, 120 air miles south—and the problem of transport was a major one.

Importance of the discovery prompted action by the Canadian government and work was begun on the extension of the rail line from Sherridon to Lynn Lake by Canadian National Railways.

Northland Boosters

FLIN FLON, MAN.

- REX BARBERS AND CONFECTIONERY. 104 Main St. Phone 3691.
(at Flin Flon and Cranberry Portage).
THE MARY JAYNE SHOPPE LTD. Ladies' ready-to-wear. Flin Flon,
Clear Lake, Dauphin, Red Deer.
BEN DEMBINSKY. The Store for Men. "Everything for the outdoors."
F. A. SCHIEDER. Men's wear. We cater to tourists.
FLIN FLON DAIRY LTD. All dairy products.
HUDSON'S BAY CO. Headquarters for fishing tackle, Hudson's Bay
blankets, Irish linens and English bone china.
A. OSTRY. Camping supplies. Suppliers of sports clothing for men,
women and children.
FLIN FLON DRY CLEANERS extend greetings.
BURKETT'S DRUG STORE. Films, first aid kits, drug needs. Phone 4712.
CENTRAL MOTORS. Green St. and No. 10 highway. Registered wash-
rooms, 24-hour towing service. "You've tried them all, now try
us—we give service."
FLIN FLON MOTORS LTD. Ford-Monarch sales and service. Texaco
products. Phone 4622.
BELLS HARDWARE LTD. The finest in fishing tackle and sporting goods.
WB HARDWARE. Werier Bros. Hardware and sporting goods. "The
best of everything for the sportsman."
FLIN FLON HOTEL. The Hotel of the North. Eighty rooms, fully
modern. Fifty yards from CNR station.
GEORGE A. LEWIS. Diamonds and watches. Jeweller.
O. NASSELQUIST. Jeweller. Royal Doulton, Crown Derby, Chelsea
china. Souvenirs.
PRESTONS LTD. Jewellers. English bone china and souvenirs.
ARCTIC BEVERAGES LTD. Ask for Orange Crush, American Dry Ginger
Ale, 7-Up, Kik Cola.
BURNS AND CO. Pioneer meat packers of Canada.
IMPERIAL OIL LTD. Welcome, Tourists. Always look to Esso products
for the best.
McGAVIN'S BAKERIES LTD. Western Canada's largest bakeries.
NATIONAL FRUIT CO. Packers of Scona brand pre-packaged foods.
General wholesalers.
WESTERN GROCERS LTD. extend greetings.

CRANBERRY PORTAGE, MAN.

- CUPPLES AND ROWLETTE. Groceries and Confectionery.
ECONOMY SUPPLY STORE. General merchant. Clothing, shoes, hard-
ware.
GREAT NORTHERN HOTEL. Robert and Marie Phaneuf. A home for
sportsmen.
MIAMI INN. Home cooked meals. Mrs. M. Craig, Prop.
STREAMER'S. Est. 1928. Fishing supplies, souvenirs, Cranberry Port-
age post office.
B & G MOTORS. Imperial Oil products. Tires and service.

THE PAS, MAN.

- CARROLL'S HARDWARE LTD. Licenses, tackle, sporting goods.
MARSHALL WELLS STORE. Hunting and fishing licenses. Everything
for the sportsman.
SAM'S GROCETERIA. "Also a sportsman."
CAMBRIAN HOTEL. A. L. McKellar, Mgr. Approved by Sportsman's
National Research. Phone 294.
OPASQUAI HOTEL. Gertrude and Doug Phelan. A home for sports-
men and tourists.

Completion of the 144-mile line meant that Lynn—a town that was literally moved bodily through the bush—was now connected with "civilization" by train as well as by plane and tractor.

The story of the town that migrated 160 miles by tractor train is a story that has captured attention everywhere. House by house, the town was loaded on huge wooden sleighs and hauled by tractors over the trail of ice and snow to Lynn.

Mine equipment, new materials and supplies also had to be taken by tractor train.

The job of pushing the frontier northward will go down in mining history as a major accomplishment.

The rough-hewn shacks and rowdy tumble of a traditional mining town are missing from Lynn. Instead, there is a well-planned modern town of pleasant lawns and backyard gardens. It's on the shores of a beautiful sandy lake and has electricity, running water, a well-equipped school and a view of the lake from every single home in the community.

The story of Lynn Lake is just one argument that can be advanced to prove the thesis that anything can happen in the North.

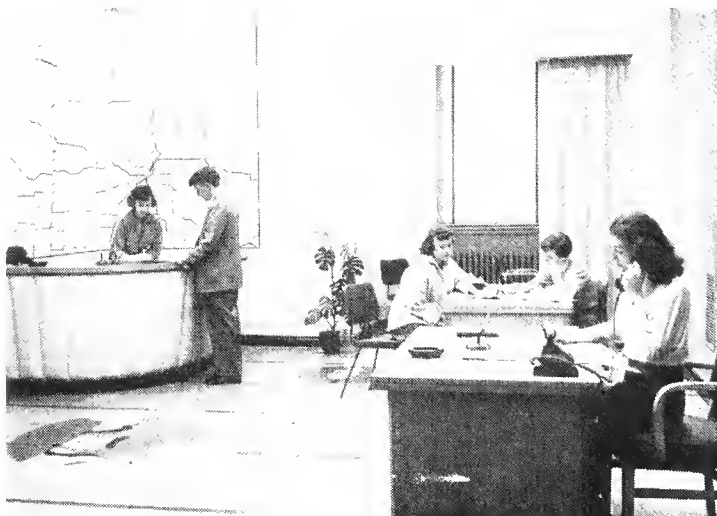
Anything can happen, too, in the realm of fishing—as any fisherman who's been to northern Manitoba will agree. He'll have tales of tremendous struggles with giants of the waters—of struggle and, finally, success. More than likely he'll be able to prove it, too.

The waters around Flin Flon and the town of Cranberry Portage—as well as lakes and streams along the Hudson Bay Railway—are almost unparalleled as spots that can always be depended upon for thrilling, satisfying fishing. Just ask any fisherman. Ask him, too, about the catches made annually at the big event of the fishing year—Flin Flon's Trout Festival.

Ask him about the "angler's dream" waterway made up of the three Cranberry Lakes, the Grass River and Reed and Tramping Lakes. Here the rule is better than 10-pound northern pike and lake trout, trophy-sized wall-eyes.

But it isn't only the sportsman who answers the call of the north. His wife and family find it a holiday haven, too. For those who like modern convenience and comfort there are picturesque lodges, motels and tourist camps that provide good food and a variety of vacation pastimes.

On the shores of beautiful pine-fringed lakes there are cabins to house the vacationing family comfortably. Besides fishing there's boating, swimming, exploring in the woodlands, sun-bathing and all the lazy-dazy advantages of a holiday home-away-from-home.



Information Centre at Winnipeg

For Your Convenience...

. . . and for information concerning routes, accommodation and points of interest throughout the province, the Manitoba Bureau of Travel and Publicity has set up information centres at Winnipeg, in Room 101 of the Legislative Building, and on the outskirts of Emerson, Manitoba, just inside the provincial border at the junction of U.S.-Canadian Highways 75 and 81.

Let the Bureau's trained personnel help you to make your vacation in Manitoba more enjoyable.

The Emerson Centre

